Business Management (BUS)

Major and Minor in Business Management

College of Business

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Minors or other majors of particular interest to students majoring in Business Management: Applied Mathematics and Statistics (AMS), Computer Science (CSE), Economics (ECO), Information Systems (ISE), Political Science (POL), Psychology (PSY), Technological Systems Management (TSM)

[All changes to the Business Management program (in red) are effective Fall 2005 unless otherwise noted.]

Faculty

Carl J. Allocca, M.S.T., CPA, Lecturer, Long Island University, C.W. Post: Public and private accounting, auditing, taxation and internal systems development, conversion and review.

T. Owen Carroll, Associate Professor, Ph.D., Cornell University: Finance and investments; information systems. Recipient of the State University Chancellor’s Award for Excellence in Teaching.

Jeff T. Casey, Associate Professor, Ph.D., University of Wisconsin, Madison: Behavioral decision making; business strategy; human resource management.

Robert Clark, Lecturer, M.S., Stony Brook University: Operations management; management science; entrepreneurship; management strategy.

Robert E. Ettl, Lecturer, M.B.A., Iona College: Management; marketing; strategic planning.

Herbert F. Lewis, Lecturer, Ph.D., State University of New York at Stony Brook: Operations research/management science; operations management; management information systems; productivity analysis.

Manuel London, Professor and Director of Labor Management Studies Program, Ph.D., Ohio State University: Performance appraisal, feedback systems, career development and group dynamics.

Joseph W. McDonnell, Visiting Professor and Associate Dean, Ph.D., University of Southern California: Management; corporate communications; crisis management; entrepreneurship.

Michael Nugent, Lecturer, M.B.A., Dowling College: Financial engineering; derivatives; international finance; capital markets and institutions; foreign exchange markets; investment analysis; corporate finance; business strategy.

Mark R. Palermo, Lecturer, M.B.A., J.D., Hofstra University: Business strategy; investments and finance; negotiation; business law.

Tim Quey, Assistant Professor, Ph.D. (pending), Georgia Institute of Technology; CPDP: MBA, AM, MS, Stanford University: Marketing strategy; new product development; marketing research; innovation; marketing of high technology products and services.

Thomas R. Sexton, Professor, Ph.D., Stony Brook University: Operations research; statistics; productivity analysis; health care management.

Jadranka Skorin-Kapov, Professor, Ph.D., University of British Columbia: Operations management; management science; systems analysis and design.


Gerrit Wolf, Professor, Ph.D., Cornell University: Decision and organizational behavior.

Adjunct Faculty

Estimated Number: 22

The College of Business offers undergraduate students a major and a minor in Business Management. The major program offers students a solid foundation of essential business concepts and applications. In addition to courses in statistics, decision sciences, and general management, students study the fundamentals of four business functions: accounting, finance, marketing, and operations. Majors have an opportunity to concentrate in one of these four business functions. The knowledge gained in the concentration assists students to gain employment in that area of a business. Business majors are also required to minor in a discipline outside of business. In addition to providing the student with a broader education, the minor can also provide students with complementary knowledge in their business concentration. Business does not operate in isolation from other disciplines but looks to the arts and sciences for insight into such important business topics as leadership, ethics, consumer behavior, information systems, mathematical models and international relations.

Courses Offered in Business Management

See the Course Descriptions listing in this Bulletin for complete information.

BUS 110 Business in the 21st Century
BUS 210 Financial Accounting
BUS 214 Managerial Accounting
BUS 215 Introduction to Business Statistics
BUS 220 Introduction to Decision Sciences (formerly Management Science)
BUS 300 Writing for Business Management
BUS 301 Corporate Communications
BUS 310 Intermediate Accounting
BUS 311 Federal Income Taxation
BUS 312 Financial Statement Reporting and Analysis
BUS 313 Intermediate Accounting II
BUS 330 Principles of Finance
BUS 334 Advertising and Promotion
BUS 340 Information Systems in Management
BUS 343 Expert Systems in Business
BUS 344 Decision Support Systems
BUS 346 Operations Management
BUS 347 Business Ethics
BUS 348 Principles of Marketing
BUS 350 Internet Marketing
BUS 351 Human Resource Management
BUS 352 Electronic Commerce
BUS 353 Entrepreneurship
BUS 354 Understanding Business Agreements
BUS 355 Investment Analysis
BUS 356 Financial Engineering
BUS 357 Principles of Sales
BUS 358 Marketing Research
BUS 359 Consumer Behavior
BUS 360 Business Marketing
BUS 361 Business Strategy
BUS 365  Financial Management
BUS 370  Lean Practices in Operations
BUS 371  Supply Chain Management
BUS 372  Quality Management
BUS 380  Honors - Research Methods
BUS 386  Honors - Business Statistics
BUS 390  Special Topics in Business Management
BUS 440  International Management
BUS 441  Business Strategy
BUS 450  Analysis and Design of Business Information Systems
BUS 460, 461 Senior Business Projects I, II
BUS 475, 476 Undergraduate Teaching Practica I, II
BUS 487  Independent Research
BUS 488  Business Internship
BUS 489, 490  Business Honors Research I, II

Acceptance to the Major in Business Management

Qualified freshman and transfer students who have indicated their interest in the major on their applications are accepted directly into the major upon admission to the University. Students who did not apply for the major and those who were not accepted into the major when they entered the University may apply to the major at any time during their academic career provided that their cumulative grade point average (including, for transfer students, coursework completed at other institutions) is 3.10 or higher. Students seeking admission to the major should contact the College of Business Student Services Office.

Requirements for the Major in Business Management (BUS)

The major in Business Management leads to the Bachelor of Science degree.

Completion of the major requires approximately 67 credits (including 21-22 credits for the minor requirement).

A. Core Courses
- BUS 110  Business in the 21st Century
- BUS 210  Financial Accounting
- BUS 215  Introduction to Business Statistics (see Note)
- BUS 220  Introduction to Decision Sciences (formerly Management Science) (see Note)
- BUS 330  Principles of Finance or ECO 389  Corporate Finance
- BUS 346  Operations Management
- BUS 348  Principles of Marketing
- BUS 441  Business Strategy or BUS 353  Entrepreneurship
- ECO 108  Introduction to Economics (see Note)
- Note: MAT 122 – Overview of Calculus with Applications satisfies DEC C and must be completed as a prerequisite for ECO 108, BUS 215 and BUS 220.

B. Business Electives
Choose two from the following:
- BUS 301  Corporate Communications
- BUS 340  Information Systems in Management
- BUS 347  Business Ethics
- BUS 351  Human Resource Management
- BUS 352  Electronic Commerce
- BUS 354  Understanding Business Agreements
- BUS 390  Special Topics in Management
- BUS 440  International Management
- POL 319  Business Law

C. Areas of Specialization
Choose one specialization from the following areas:
1. Accounting
   a. Required courses:
      - BUS 214  Managerial Accounting
      - BUS 310  Intermediate Accounting I
      - BUS 311  Federal Income Taxation
   b. Select one from the following:
      - BUS 312  Financial Statement Reporting and Analysis
      - BUS 313  Intermediate Accounting II
      - BUS 488  Business Internship
2. Marketing
   a. Required courses
      - BUS 358  Marketing Research
      - BUS 361  Marketing Strategy
   b. Select two from the following:
      - BUS 334  Advertising and Promotion
      - BUS 357  Principles of Sales
      - BUS 359  Consumer Behavior
      - BUS 360  Business Marketing
      - BUS 488  Business Internship
3. Finance
   a. Select four from the following:
      - BUS 355  Investment Analysis
      - BUS 356  Financial Engineering
      - BUS 355  Financial Management
      - ECO 360  Money and Banking
      - ECO 383  Public Finance
      - BUS 488  Business Internship
4. Operations
   a. Required course
      - BUS 340  Information Systems in Management
   b. Select three from the following:
      - BUS 370  Lean Practices in Operations
      - BUS 371  Supply Chain Management
      - BUS 372  Quality Management
      - BUS 488  Business Internship

Note: BUS 475, 476 Undergraduate Teaching Practica I, II, and BUS 487 Independent Research will count toward the total University credit requirement, but not toward the business major.

D. Upper-Division Writing Requirement

All undergraduate Business majors must successfully demonstrate the ability to communicate and express their ideas related to business and management in writing. Each student is required to produce a well-written professional portfolio of work which includes the following: 1) an announcement for a full-time management position, 2) your current résumé, customized for the announced position, 3) your letter of application for the announced position, and 4) a two-page memorandum describing the results of an analysis or similar topic appropriate to a business organization.

Business majors work with their faculty advisor in the first semester of their junior year and must complete this requirement by the end of that semester. The student should allow time for revisions which may be necessary to satisfy the requirement. Each student must register for BUS 300 in the same semester as the upper-division writing requirement is completed. Students will need to visit the College of Business Student Services Office to obtain permission to register for BUS 300. Once permission has been granted, each student must register on SOLAR for the appropriate faculty advisor’s section of BUS 300. The faculty advisor gives a satisfactory (S) evaluation upon successful completion of the portfolio. Sample materials may be downloaded from the College of Business Blackboard Web site http://blackboard.sunysb.edu/.

E. Minor Requirement

A minor (typically 18-21 credits) in any area must be completed as part of the requirement for the business management major. Students that have a second major can be waived from the minor requirement.
**Graduation Clearance**

Students must be cleared by their respective second major or minor before they can be cleared for the business major requirements.

**Grading**

All courses taken to satisfy the business major requirements must be taken for a letter grade. A grade of C or higher is required in the following courses: BUS 110, 210, 215, 220, 340, 346, 347, 348, 440, and 441; ECO 108, MAT 122.

**The Honors Program in Business Management**

The honors program in Business Management is oriented towards research. For admission to the program, students must be BUS majors with junior standing and have earned a cumulative g.p.a. of at least 3.30 through the spring semester of their sophomore year. Three BUS courses, BUS 110, 210, and 220, must have been completed with a cumulative g.p.a. of at least 3.30. Qualified students must submit an essay describing innovative ideas for business research and a letter of recommendation from a faculty member. They will be interviewed to assess motivation to pursue the honors program curriculum, which includes a research methods course taken in the junior year and a two-semester honors research project and paper completed in the senior year. Students must maintain a 3.00 cumulative g.p.a. to remain in the program, but conferral of honors is contingent upon completion of all required courses with a g.p.a. of 3.50 or higher, both overall and in business management courses.

**Requirements for the Minor in Business Management (BUS)**

The Business Management minor is intended for students pursuing other majors who seek a foundation in business studies. The minor complements their chosen major by introducing them to principles and techniques used in business and management.

The minor can be completed with 21-22 credits, provided that the appropriate prerequisite courses have been taken. All courses must be taken for a letter grade.

1. BUS 110 Business in the 21st Century
2. Two courses from the following:
   - BUS 215 Introduction to Business Statistics
   - BUS 220 Introduction to Decision Sciences

**Sample Course Sequence for the Major in Business Management**

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<tr>
<th>Freshman Fall</th>
<th>Credits</th>
<th>Spring Fall</th>
<th>Credits</th>
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<tr>
<td>WRT 101 or 102</td>
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<td>WRT 102 or D.E.C.</td>
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<tr>
<td>MAT 122</td>
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<td>BUS 110</td>
<td>3</td>
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<tr>
<td>D.E.C.</td>
<td>3</td>
<td>BUS 215</td>
<td>3</td>
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<td>ECO 108</td>
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<td>BUS 330</td>
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<td>BUS 220</td>
<td>3</td>
<td>BUS 346</td>
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<tr>
<td>D.E.C.</td>
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<td>BUS 348</td>
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<td>3</td>
<td>Minor course</td>
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<tr>
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<td>3</td>
<td>Upper-Division D.E.C.</td>
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<table>
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<td>Specialization course</td>
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<td>BUS 441 or 353</td>
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<td><strong>Total</strong></td>
<td><strong>15</strong></td>
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</table>

**Notes to Sample Course Sequence:**

1. Students seeking additional guidance should consult their faculty advisor. The list of faculty advisors is available in the College of Business Student Services Office.
2. Business Management students are required to meet the same Diversified Education Curriculum (D.E.C.) requirements as those required by the College of Arts and Sciences.
3. Students must declare the area of specialization prior to the start of the junior year.
4. Students are encouraged to take upper-division electives in the senior year.
5. This sample course sequence assumes that the student has scored a level 4 on the writing placement examination, and will take WRT 102 Intermediate Writing Workshop A in the fall semester of the freshman year. If the student scores below a level 4 on the writing placement exam, WRT 101 Introductory Writing Workshop must be completed prior to taking WRT 102 Intermediate Writing Workshop A.

ECO 108 Introduction to Economics

BUS 346 Operations Management

BUS 348 Principles of Marketing

BUS 351 Human Resource Management

4. BUS 441 Business Strategy

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